

STATEMENT UNDER 37 CFR § 3.73(b)
ESTABLISHMENT OF ASSIGNEE

Applicants : Andrej Gregov et al.
App. No. : 09/648,314
Filed : August 25, 2000
For : USER-DIRECTED PRODUCT RECOMMENDATIONS
Examiner : Etienne Pierre Leroux
Group Art Unit : 2161

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This document is being filed with a copy of a Power of Attorney signed by the Assignee. This Statement sets forth the chain of title of the above-identified application.

Amazon.com, Inc., a Delaware Corporation, is the Assignee of the entire right, title, and interest of the above-referenced application by virtue of:

The Assignment from the inventors to the Assignee recorded in the United States
Patent and Trademark Office on May 7, 2001, at Reel 011797, and Frame 0855.

The undersigned is an agent of Customer Number 79,502 and is authorized to act on behalf of the Assignee. Please recognize or change the correspondence address for the above-identified application to **Customer No. 79,502.**

Respectfully submitted,
KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 7/15/08

By: Maria Culić Anderson

Maria Culić Anderson
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